



July 10, 2008

Ms. Cathy Seidel
Chief, Consumer and Governmental Affairs Bureau
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: APTS DTV Consumer Awareness and Education Campaign
MB Docket No. 07-148

As a DTV.gov Transition Partner, the Association of Public Television Stations (APTS) is pleased to provide this report as its First Quarter and Second Quarter 2008 Reports on its DTV consumer education efforts.

With the industry-wide transition to DTV well underway, APTS has emerged as a leader in DTV communications and outreach to viewers throughout the country. APTS and local Public Television stations are playing a critical role in educating viewers about their options for making the switch to DTV. Among our activities are the following:


- APTS and the Leadership Conference on Civil Rights Education Fund (LCCREF) teamed with Public Broadcasting Atlanta, Georgia Public Broadcasting and Atlanta civil and consumer rights organizations on a grassroots public education effort targeting those most likely to be impacted by the transition and educating them about what they can do to keep their TV working – notably, requesting free, \$40 coupons to offset the costs of purchasing set-top converter boxes. APTS and LCCREF are also teaming with Rocky Mountain PBS and Denver civil and consumer rights organizations on a grassroots public education effort similar to the Atlanta project.
- APTS, PBS and the American Library Association are developing an initiative that will reach citizens directly in their communities and provide them with straightforward, uncomplicated answers about the switchover. We will create and distribute a resource kit that includes informative materials libraries can provide to their patrons on a daily basis, or as handouts for workshops about the transition. Public Television stations will provide the expert personnel to serve as presenters at library events and to help librarians answer questions from their patrons.

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- APTS and local Public Television stations are working independently and with PBS and the National Association of Broadcasting on a national consumer education campaign, which includes: DTV Action Spots; crawls, snipes and/or news tickers during programming; 30-minute educational programs about DTV; 100-day countdown to the February 17, 2009 DTV deadline; public relations elements, including earned media coverage in newspapers and online; a DTV Road Show that will visit 600 locations nationwide; a DTV Speakers Bureau that will reach one million consumers; and online banner ads on TV station websites. The combined elements of this campaign will reach nearly all television viewers and will generate an estimated 98 billion audience impressions during the course of the campaign.
- APTS continues to co-host DTV consumer education exhibits at the FCC and on Capitol Hill. APTS displays videos and other DTV consumer education segments produced by PBS and local Public Television stations at these events.
- APTS continues to commission CENTRIS to conduct research about consumer awareness of and attitudes towards the DTV transition. The results of the APTS studies are widely referenced, including in congressional testimony by FCC Chairman Kevin Martin.

I would be delighted to speak further with the FCC about APTS' DTV consumer awareness and education efforts. Please feel free to contact me by phone at 202-654-4209 or email at jeffrey@apts.org.

Respectfully submitted,



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